

"I never thought I'd like wine before dinner.

I never thought I'd like a 3 mg. cigarette."



"Wine instead of my martini? You've got to be kidding, I said. One of those low low tar cigarettes? You're kidding again, I said. Of course that was before I got my first taste of SUMMIT. SUMMIT may have only 3 mg. tar, but it gives me more than 3 mg. taste. Know what I say today?"

I say that everybody has the right to be wrong once. Or twice."

**Summit.
3 mg. tar.
For the way
we live today.**



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